

(S//SI) A Perspective on the NSA/ USUN Partnership

FROM: Acting Chief, Customer Gateway Run Date: 04/23/2003

(S//SI) When the various components of the Signals Intelligence Directorate and the Extended Enterprise work together in a spirit of cooperation, communication, and mutual respect, a great partnership develops which enhances NSA's production support to its SIGINT customers. Nothing illustrates this better than the U.S. United Nations (USUN) team which, from the outset, worked tirelessly to strengthen the ties between NSA and USUN.

(S//SI) SIGINT support to USUN's diplomatic efforts concerning Iraq has been exceptional. Timely SIGINT played a critical role in the unanimous adoption of UN Security Council Resolutions 1441 (strengthened the inspection regime and demanded Iraq disarm or face serious consequences) and 1472 (revised the humanitarian aid program for Iraq). During that period, the overall volume of SIGINT supplied to USUN doubled, and the number of timely SIGINT tippers delivered to USUN players during key points in the negotiations increased by a factor of four. It was this effort that prompted Ambassador Negroponte to thank NSA for its work and to offer this unsolicited comment: "I can't imagine better intelligence support for a diplomatic mission."

(S//SI) The enterprise-level relationships built by our partnerships have matured from being transactional to relational in nature. Instead of working toward customer satisfaction of individual requirements, these components have developed a degree of understanding of their customers' needs that promotes positive outcomes on an even broader scale. The USUN Customer Support Team worked hard to bring producers and customers closer together to increase understanding between the USUN ambassadors and political officers and NSA analysts and producers. They are only a small part of a much larger team of collectors, processors, enablers and analyst/reporters, whose outstanding collective efforts often elicit admiration and praise from USUN customers. High-quality, timely reporting, precisely tailored to the customer's needs, has been key for USUN customer satisfaction; and the people behind the service have made the difference.

(S//SI) A SID Coin was awarded to the SEAM team of (SEAM), (Account Manager), (NSA Representative to USUN), and (SINIO for Global and Multilateral Issues) on 20 March 2003, in recognition of their effective customer support to USUN.

(U//FOUO) We hope you continue to read the articles in this series and, again, urge you to contact Customer Gateway Chief of Staff, S11, Customer Gateway @nsa, with any comments or suggestions.

SERIES: (U) Customer Relations

- When Meeting
 Customer Needs
 Means Defending the
 Nation
- 2. Information Needs
 Management: Careful
 Planning Aids SIGINT
 Response to Iraq
 War
- Dynamic Methods of Interaction with New and Existing Customers
- A Perspective on the NSA/ USUN Partnership
- Making Customer Feedback Work for Everyone

DYNAMIC PAGE -- HIGHEST POSSIBLE CLASSIFICATION IS TOP SECRET // SI / TK // REL TO USA AUS CAN GBR NZL DERIVED FROM: NSA/CSSM 1-52, DATED 08 JAN 2007 DECLASSIFY ON: 20320108